



Second Wind Dreams® (SWD®) is an international, nonprofit organization founded in 1997. This organization is changing the perception of aging through the fulfillment of dreams and educational programs including its flagship program, The Virtual Dementia Tour®. The Atlanta-based organization has fulfilled thousands of dreams with help from many volunteers, sponsors and corporate partners.

The Dreams Program

Those at Second Wind Dreams believe you're never too old to dream and express this through its award-winning Dreams Program. In some cases, those living in long-term care are unable to enjoy everyday experiences. Second Wind Dreams ensures that elders' dreams are fulfilled ranging from the simple to the sublime. The organization has four dream categories:

- **Heart & Soul:** These dreams may seem small to many, but are some of the most powerful dreams because they take very little to fulfill.
- **Reliving Past Experiences:** These dreams provide elders the chance to relive a past experience. This category is most common for elders suffering from dementia.
- **Family & Love:** These dreams serve two purposes: to see family members or friends that the elders have not seen in years and to bring closure to unresolved issues.
- **Adventure:** This category has been the largest program since SWD's founding in 1997. These dreamers just want to have fun!

The Virtual Dementia Tour® (VDT®)

The VDT is a scientifically proven method that builds sensitivity and awareness in individuals caring for those with dementia by temporarily altering participants' physical and sensory abilities. This evidenced-based program simulates changes associated with cognitive decline. Geriatric specialist, P.K. Beville authored and created the VDT as her post-graduate work. This patented program offers hope by providing practical ways to create an environment that supports the disease and increase understanding. Second Wind Dreams has provided this patented experience to numerous organizations including the Center for Disease Control (CDC), US Department of Health & Human Services, Google, Facebook, Wellstar, Johnson & Johnson, WebMD and Caesars Entertainment.

The Virtual Dementia Tour:

- Has been experienced by more than 1.5 million people in 17 countries.
- Is evidence-based and studied across cultures and time with consistent results across variables and outcomes.
- Has been implemented in nearly one thousand healthcare facilities in the U.S., Canada and the UK in 2014 alone.
- Is used in more than 200 colleges and universities as an adjunct to existing curriculum.
- Meets and exceeds the federal government mandate that requires additional training for every healthcare entity providing care to those with memory impairments.

Dementia Facts:

- Estimated 44.4 million people worldwide, including 5.2 million Americans, are living with dementia.
- Alzheimer's disease is the 6th leading cause of death in the United States and the only one without a cure.
- Every 67 seconds someone in the United States develops Alzheimer's.
- 1-in-9 Americans over 65 has Alzheimer's disease.



P.K. Beville

Founder Second Wind Dreams®

P.K. Beville, founded Second Wind Dreams - an international nonprofit organization created to bring elders to the forefront of our society by enriching their lives and empowering them to age with dignity, hope and joy. Established in 1997, Second Wind Dreams is the first organization to focus on granting dreams for our elders living in long term care facilities in the United States. Her belief is that Dream fulfillment increases our understanding our elders, and plays an important role in giving them a *Second Wind*.

Beville took a bold step into the world of geriatrics to conquer this commitment by creating the internationally acclaimed Virtual Dementia Tour® (VDT®). More than 1.5 million people in 17 countries have experienced the Virtual Dementia Tour. It's used as a tool to train professional and family caregivers, staff and physicians in eldercare communities, hospitals, colleges and universities, government agencies, community leaders and first responders to help develop dementia-friendly communities on aging worldwide. Beville and the VDT have been featured on ABC News 'Nightline', Fox News Networks, The Doctors TV Show and HLN. Beville donated the Virtual Dementia Tour to Second Wind Dreams as a way to continue to fund the organization's award-winning Dreams Program. To date, thousands of dreams have come true thanks largely to these proceeds.

Beville is an internationally known speaker on geriatrics and recognized as a leader on issues of aging. The recipient of several prestigious awards, she has been recognized by several highly respected organizations with awards including L'Oréal Paris Woman of Worth Award, "Top 100 Volvo Heroes" Award, the national Distinguished Service Award from LeadingAge for her contributions to the field of aging; the WXIA-TV 11Alive Community Service Award for her work with residents of eldercare communities and proudly recognized as one of American Business Women's Association's "Phenomenal Woman."

Beville also co-authored the bestselling novel *Second Wind*, a humorous look at the lives of colorful residents in a fictional nursing home. In addition, she has been featured in numerous books, magazines, articles and national & international news stories about her work with Second Wind Dreams® and the Virtual Dementia Tour® Program.

Beville holds a B.S. degree in Psychology from Georgetown College and a Master's degree in Clinical Psychology from Eastern Kentucky University.



Frequently Asked Questions

Regarding Second Wind Dreams® and the Virtual Dementia Tour®

Second Wind Dreams welcomes your interest in our organization and the Virtual Dementia Tour. We look forward to working with you as together we are *"Changing the Perception of Aging."*

Information about the Virtual Dementia Tour

The Virtual Dementia Tour is an important program and we request your cooperation in safeguarding the authenticity and integrity of the Virtual Dementia Tour and its patented components and systems.

Based on years of scholarly research and clinical study, it is our concern that individuals seeing and/or reading a comprehensive, do-it-yourself explanation of Virtual Dementia Tour and its components may attempt to create their own version of the Virtual Dementia Tour technology, which may put them in physical and/or mental danger.

We also understand the visual and written appeal of the Virtual Dementia Tour components. However, we respectfully request that media stories focus on the issue of Alzheimer's disease and related dementias along with the uniqueness of the VDT and not solely on the technology of the patented Virtual Dementia Tour components. We appreciate your understanding of this request.

Frequently Asked Questions

How would you describe Second Wind Dreams?

Second Wind Dreams is an international nonprofit organization changing the perception of aging through the fulfillment of dreams. Founded in 1997 by award-winning, geriatric specialist, P.K. Beville, the organization is recognized as the first in the United States to focus on enhancing the quality of life for elders and changing society's perception of seniors by making dreams come true.

Through the Dreams Program, the organization helps more people realize that everyone no matter what their age has unrealized hopes and aspirations. This changes the perception and experience of aging, empowering elders to age with dignity, hope and joy.

Affiliated with more than 550 eldercare communities (ECCs), the organization has fulfilled thousands of seniors' dreams living in the United States, Canada, Israel and other countries around the world.

How can I become involved in Second Wind Dreams?

There are many ways to become involved in the organization either as an eldercare community member or as an individual who donates, volunteers or sponsors a dream. Information about how to become involved in this important organization can be found at: www.secondwind.com/get-involved

What is the link between the Virtual Dementia Tour and Second Wind Dreams?

Second Wind Dreams' commitment to changing the perception of aging also extends to increasing sensitivity towards those with Alzheimer's disease and related dementias.

The Virtual Dementia Tour is a scientifically proven method of building a greater understanding of dementia through the use of patented sensory tools and instruction. Invented by P.K. Beville, an award-winning geriatric specialist and founder of Second Wind Dreams, proceeds from the sale of Virtual Dementia Tour editions support the work of Second Wind Dreams, an international, nonprofit organization recognized as the first in the nation committed to changing the perception of aging through the fulfillment of dreams for elders. For more information about Second Wind Dreams and the Virtual Dementia Tour® visit www.secondwind.org.

Who created the Virtual Dementia Tour?

The Virtual Dementia Tour was created by P.K. Beville founder of Second Wind Dreams.

Based on years of scholarly research, the patented Virtual Dementia Tour was invented by Beville, a leading specialist in geriatrics, to assist the growing number of people around the world affected by Alzheimer's disease and related dementias.

What happens during a Virtual Dementia Tour?

During a Virtual Dementia Tour experience, participants meet with certified trainers who guide them through the tour and outfit them with patented components that alter their senses.

Tasks and exercises that are part of the tour enable caregivers and professionals to experience for themselves the physical and mental challenges facing those with dementia.

Why is the Virtual Dementia Tour so important?

According to Beville, the alarming rise in the number of Alzheimer's diagnoses worldwide means "we are at a crucial time in the progression of how we care for those affected by the disease."

"The solution to Alzheimer's today and in the foreseeable future is in developing a better and more personal understanding of the day-to-day challenges facing those with the disease. Healthcare dollars will continue to be spent inappropriately as long as we turn a deaf ear to current management of this disease."

"One of the reasons for costly long term care is that the caregivers traditionally are not given enough access to education about how to provide care to those dealing with this disease. It was this fact, along with my research on the disease, which led me to create the Virtual Dementia Tour."

In what countries has the Virtual Dementia Tour been conducted?

- Australia
- Canada
- Czech Republic
- France
- Germany
- Ireland
- Israel
- Italy
- Netherlands
- New Zealand
- Scotland
- Singapore
- Slovenia
- Spain
- Sweden
- United Kingdom
- United States

How many people have experienced the Virtual Dementia Tour?

More than one million people have experienced the Virtual Dementia Tour.

What impact does the Virtual Dementia Tour have on caregivers and family members of those affected by Alzheimer's disease and related dementias?

"Those who have gone through the Virtual Dementia Tour find themselves immediately identifying with their family members," said P.K. Beville, M.S., inventor of the Virtual Dementia Tour. "The same is true for professional caregivers. Once they walk in the shoes of a person with Alzheimer's disease, they become more patient, more understanding and find themselves looking for solutions that do not include increased medication and expensive inpatient hospitalization."

Who do I contact if I want to bring Second Wind Dreams or the Virtual Dementia Tour to my community?

For more information, contact Second Wind Dreams at our home office at 678-624-0500.

Where can I direct my readers who are interested in learning more about Second Wind Dreams and the Virtual Dementia Tour?

For more information about Second Wind Dreams and the Virtual Dementia Tour visit: www.SecondWind.org and by following the icons below to the organization's social media sites.

Please Direct all Media Inquiries to:

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